

ECONOMIC



CENSUS

1 9 9 7

Industry  
Classif-  
ication

# Economic Census Table

Data classified by industry

| NAICS code   | Geographic area and kind of business | Establishments (number) | Sales (\$1,000)   | Annual payroll (\$1,000) | Paid employees for pay period including March 12 (number) |
|--------------|--------------------------------------|-------------------------|-------------------|--------------------------|---|
|              | <b>COLORADO</b>                      |                         |                   |                          |   |
| <b>44-45</b> | <b>Retail trade . . . . .</b>        | <b>18 299</b>           | <b>40 536 034</b> | <b>4 163 312</b>         | <b>225 647</b>  |
| 441          | Motor vehicle & parts dealers .      | 1 791                   | 10 597 755        | 880 854                  | 28 164  |
| 4411         | Automobile dealers . . . . .         | 676                     | 8 927 701         | 650 155                  | 18 301  |
| 44111        | New car dealers . . . . .            | 324                     | 8 264 839         | 601 851                  | 16 532  |
| 441110       | New car dealers . . . . .            | 324                     | 8 264 839         | 601 851                  | 16 532  |
| 44112        | Used car dealers . . . . .           | 352                     | 662 862           | 48 304                   | 1 769   |
| 441120       | Used car dealers . . . . .           | 352                     | 662 862           | 48 304                   | 1 769   |
| 4412         | Other motor vehicle dealers          | 215                     | 559 447           | 51 358                   | 1 942   |
| 44121        | Recreational vehicle dlrs.           | 62                      | 235 460           | 19 483                   | 638   |

# Industry Classification

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- P Standard Industrial Classification (SIC) System
- P Developed in 1930's
- P Updated every 10-15 years
- P Dominated by manufacturing

# NAICS

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North  
American  
Industry  
Classification  
System



# NAICS

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North  
American  
Industry  
Classification  
System



# NAICS is New

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PNew industries

PNew sectors

PNew numbering system



# New Industries in NAICS

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Selected examples

Fiber optic cable manufacturing

Paging

Warehouse clubs

Food/health supplement stores

Pet supply stores

Telemarketing bureaus

HMO medical centers

Bed and breakfast inns

Diet and weight reducing centers



# NAICS Sectors

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|       |  |    |  |
|-------|--|----|--|
| 11    | Agriculture, Forestry,<br>Fishing, and Hunting     | 55 | Management of Companies<br>and Enterprises                                     |
| 21    | Mining   | 56 | Administrative and Support<br>and Waste Management and<br>Remediation Services |
| 22    | Utilities  | 61 | Educational Services   |
| 23    | Construction                                       | 62 | Health Care and Social<br>Assistance   |
| 31-33 | Manufacturing                                      | 71 | Arts, Entertainment and<br>Recreation  |
| 42    | Wholesale Trade                                    | 72 | Accommodation and Food<br>Services   |
| 44-45 | Retail Trade                                       | 81 | Other Services (except Public<br>Administration)                               |
| 48-49 | Transportation and<br>Warehousing                  | 92 | Public Administration  |
| 51    | Information  |    |  |
| 52    | Finance and Insurance                              |    |  |
| 53    | Real Estate and Rental<br>and Leasing              |    |  |
| 54    | Professional, Scientific<br>and Technical Services |    |  |





# New Numbering System

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NAICS

SIC

XX.....Industry Sector.....Division

XXX.....Industry Subsector.....2-digit

XXXX.....Industry Group.....3-digit

XXXXXX.....Industry.....

XXXXXX.....US National Industry... } 4-digit



# New Numbering System

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## Example

| Level          | Code   | Description                         |
|----------------|--------|-------------------------------------|
| Sector         | 51     | Information                         |
| Subsector      | 513    | Broadcasting and Telecommunications |
| Industry Group | 5133   | Telecommunications                  |
| Industry       | 51332  | Wireless Telecommunications         |
| U.S. Industry  | 513321 | Paging                              |



# New Sectors

| SIC Division  | NAICS Sector   |
|---|--|
| Transportation,<br>Communications,<br>and Utilities | Utilities<br>Transportation and Warehousing  |
| Finance,<br>Insurance,<br>Real Estate               | Finance and Insurance<br>Real Estate and Rental and Leasing  |
| Retail Trade  | Retail Trade<br>Accommodations and Food Services   |
| Service<br>Industries                               | Professional, Scientific, and Technical Services<br>Administrative & Support and<br>Waste Management & Remediation Services<br>Educational Services<br>Health Care and Social Assistance<br>Arts, Entertainment, and Recreation<br>Information |



# New Sectors

| SIC Division  | NAICS Sector  |
|---|---|
| Transportation,<br>Communications,<br>and Utilities | Utilities<br>Transportation and Warehousing   |
| Finance,<br>Insurance,<br>Real Estate               | Finance and Insurance<br>Real Estate and <b>Rental and Leasing</b>  |
| Retail Trade  | Retail Trade<br><b>Accommodation</b> and Food Services  |
| Services<br>Industries                              | Professional, Scientific, and Technical Services<br>Administrative & Support and<br>Waste Management & Remediation Services<br>Educational Services<br>Health Care and Social Assistance<br>Arts, Entertainment, and Recreation<br><b>Information</b> |



# Information Sector

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Created from

Manufacturing  
Publishing

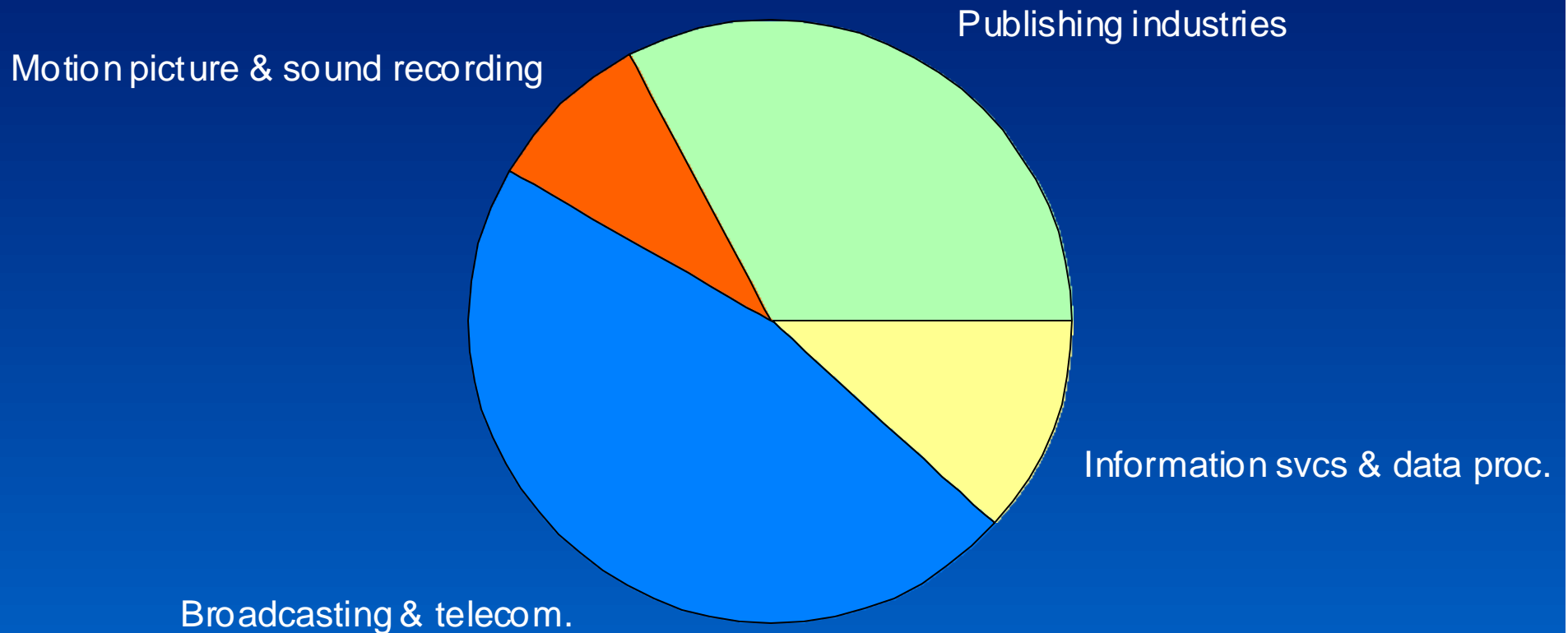
Transportation, Communication, and Utilities  
Broadcasting and Telecommunications

Service Industries  
Motion Picture and Sound Recording  
Information Services and Data Processing  
Libraries



# Information Subsectors

Employment, 1997





# Accommodation and Food Services

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Created from

Service Industries

Hotels and other lodging

Retail Trade

Eating and drinking places



# Retail vs Wholesale

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## Retail Trade

### In SIC

Sells to consumers

### In NAICS

Location attracts public  
Advertise to public  
Display merchandise

## Wholesale Trade

Sells to business

Office or warehouse  
Advertise to trade  
Display little or no  
merchandise

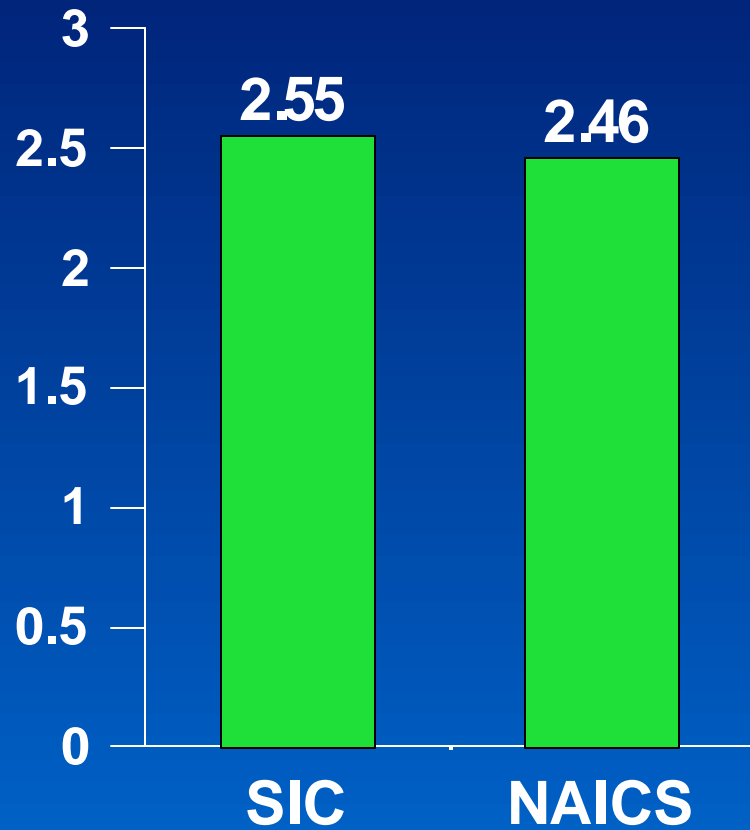


# Two Views of 1997 Retail Trade

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## Sales

(\$ trillion)



# Two Views of 1997 Retail Trade

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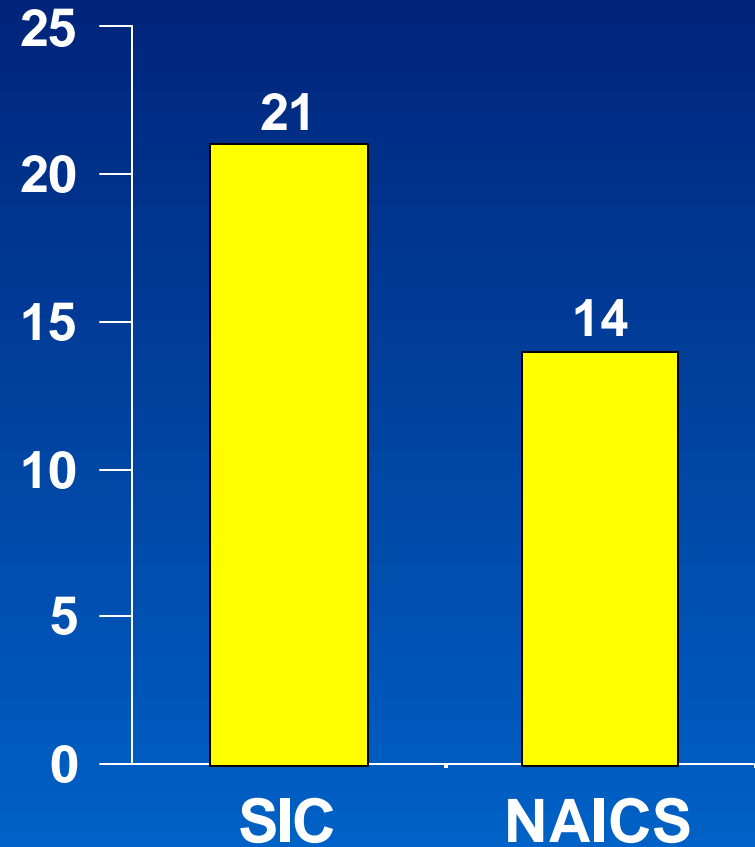
## Sales

(\$ trillion)



## Employment

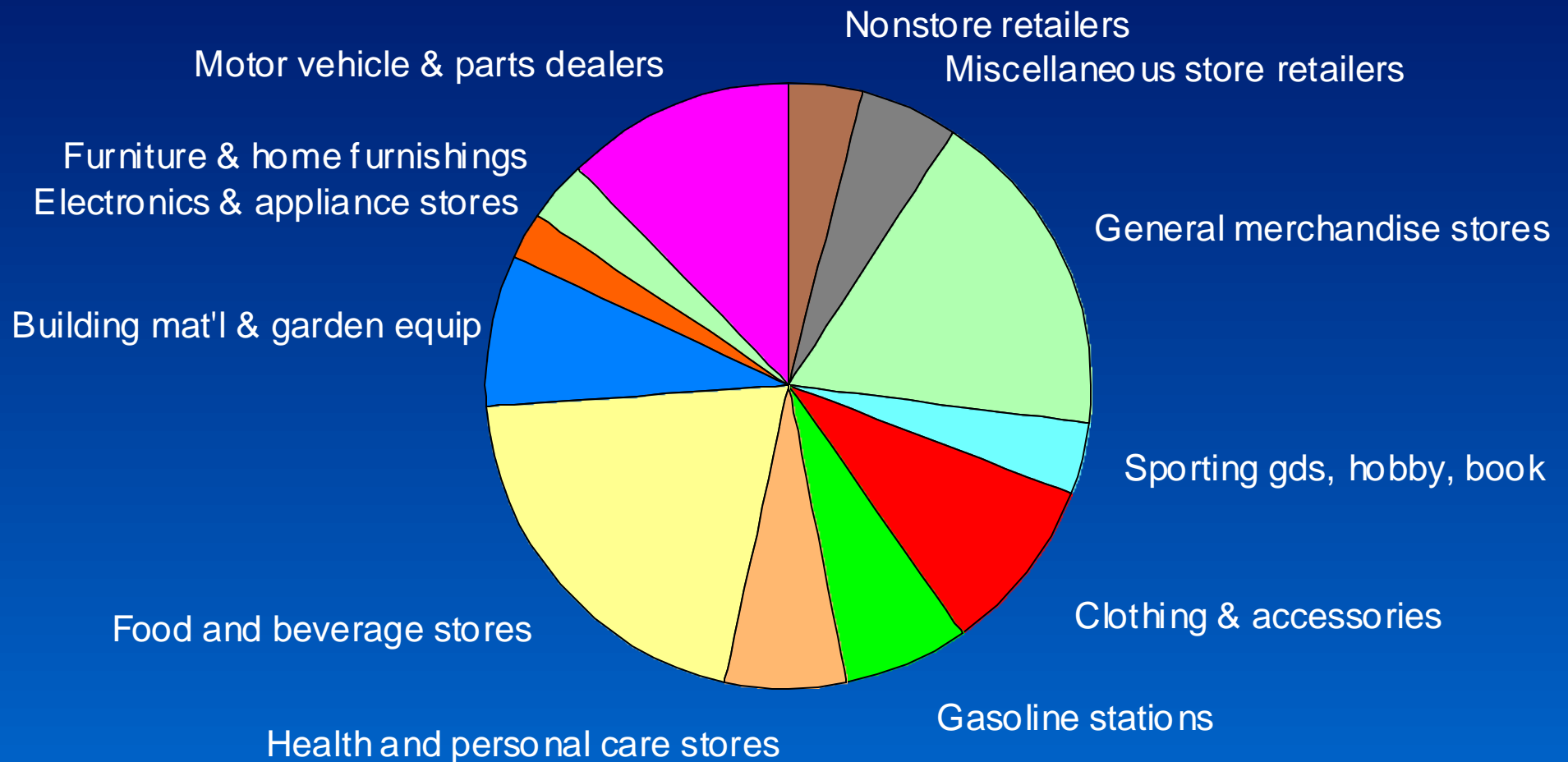
(millions)





# Retail Trade Subsectors

Employment, 1997





# Manufacturing

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Transferring out--

Publishing - Logging - Auxiliaries

Transferring in--

Retail bakeries - Dental labs - Tire retreading

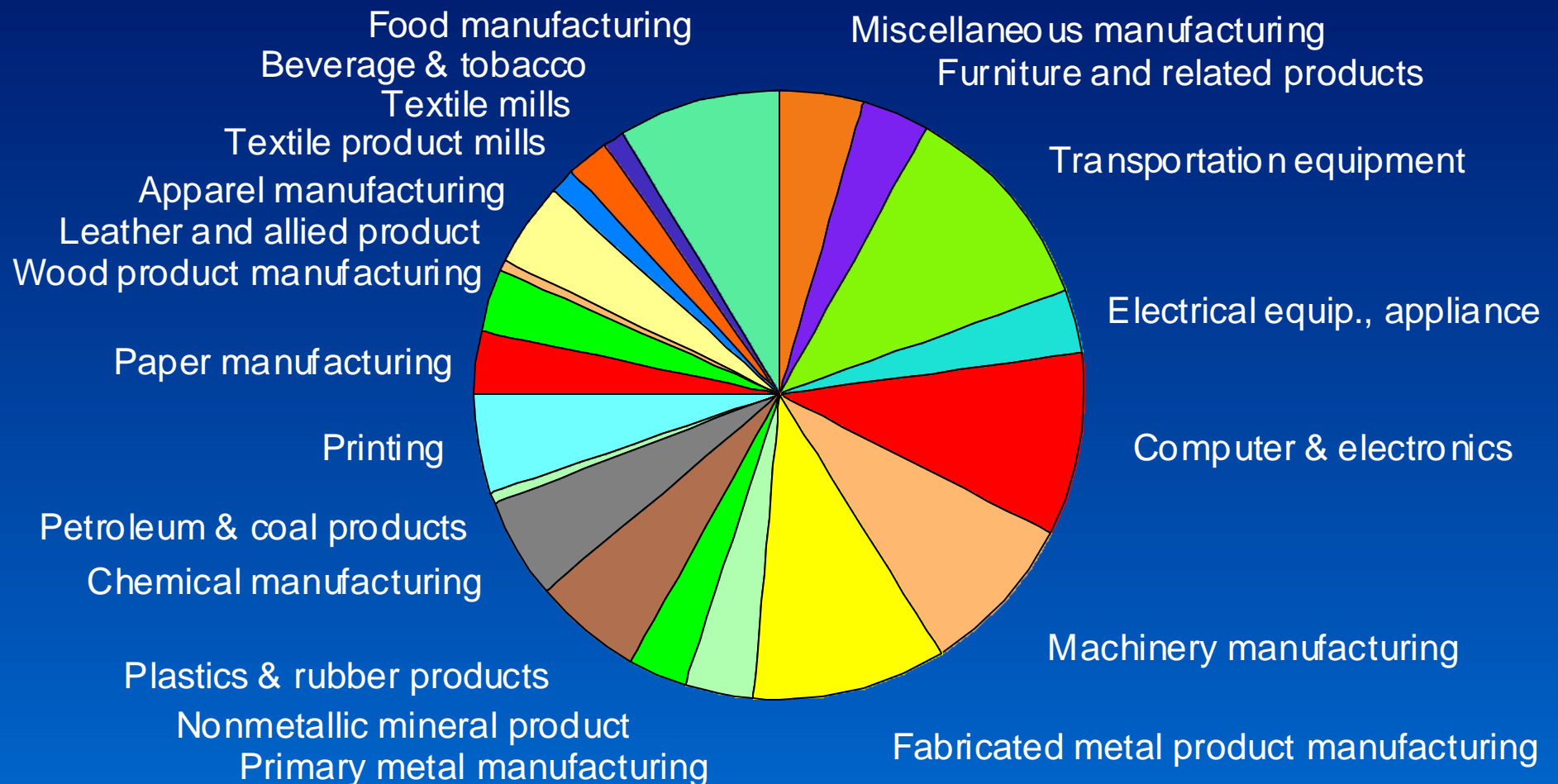
Brings together--

Computers, electronic equipment, components



# Manufacturing Subsectors

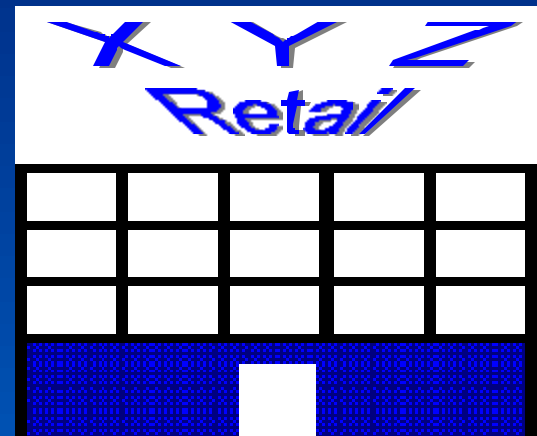
Employment, 1997



# Establishment

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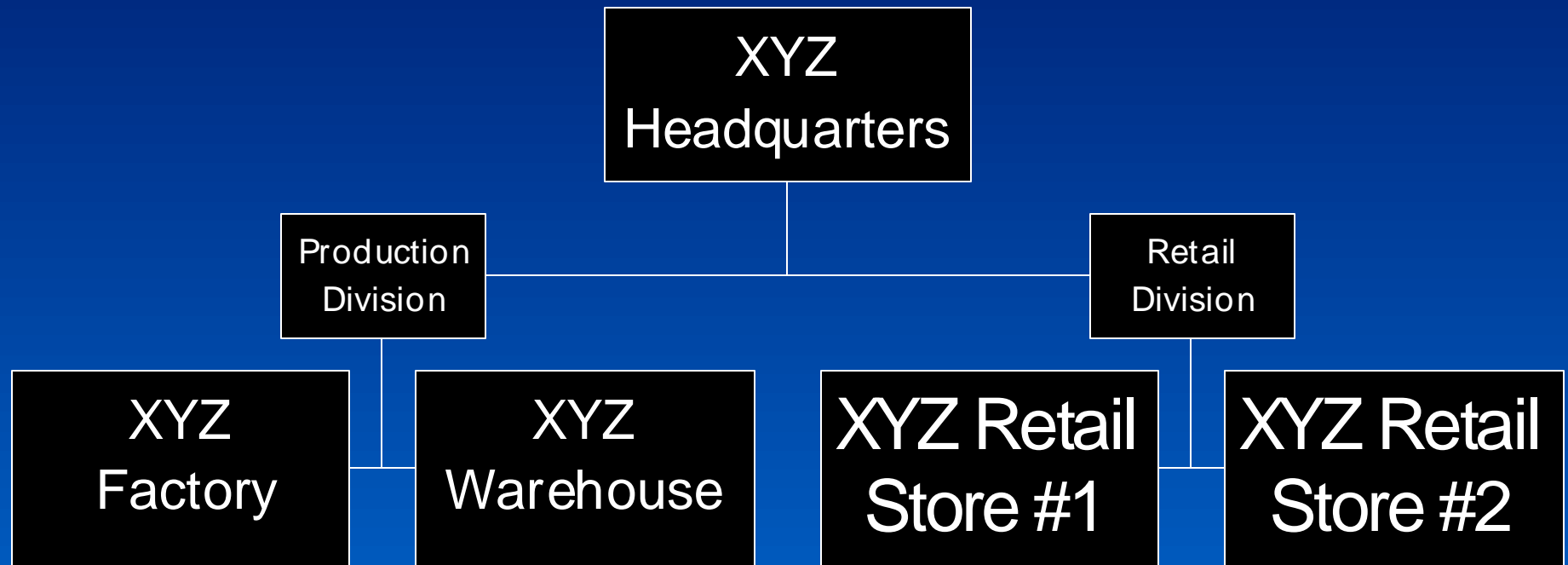
A store, warehouse, factory, etc. at a single physical location



# Company

---

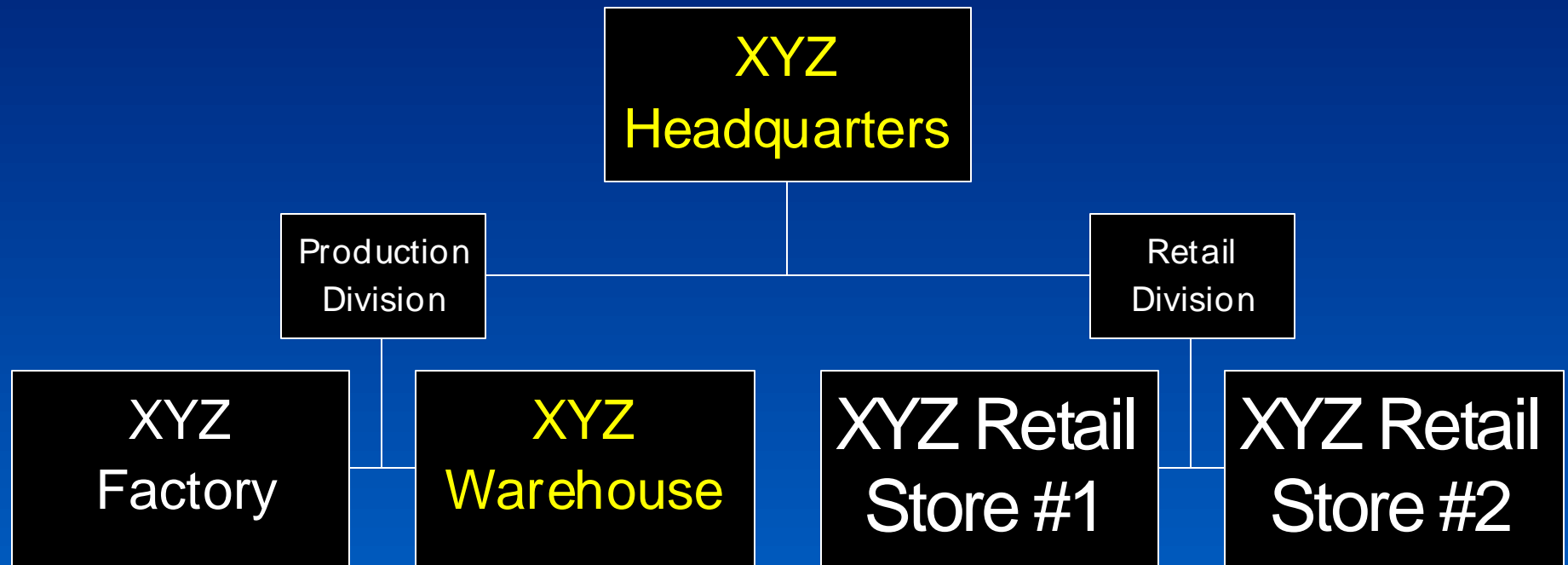
One or more establishments under  
common ownership or control



# Auxiliary Establishments

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**Auxiliaries:** establishments of multi-establishment firms that provide services to other owned establishments







# Classifying Auxiliaries by Activity

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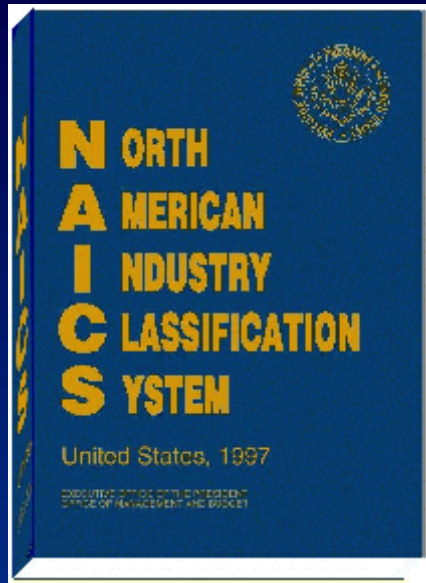
**P Auxiliaries:** establishments of multi-establishment firms that provide services to other owned establishments

**P In SIC--**Classified by industry

**P In NAICS--**Classified by activity

**P New sector:**

< Management of Companies and Enterprises



# NAICS Manual

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In Print  
On CD  
At [www.census.gov/naics](http://www.census.gov/naics)

P Definitions for each industry

P Alphabetic index


P Correspondence tables

< NAICS to SIC

< SIC to NAICS

**Table 1** Codes: u--U.S. only; c--U.S. and Canada; E--existing industry;  
N--new; R--revised; \*--part

[Search](#) [Top Menu](#) [Help](#) [Exit](#)

| 1997<br>NAICS          |  1997 NAICS--U.S.<br>Description | Codes | 1987<br>SIC           | 1987 U.S. SIC Description   |
|------------------------|---|-------|-----------------------|---|
| <a href="#">511</a>    | Publishing Industries   |       |                       |   |
| <a href="#">5111</a>   | Newspaper, Periodical,<br>Book, and Database<br>Publishers  |       |                       |   |
| <a href="#">51111</a>  | Newspaper Publishers  | E     | <a href="#">2711</a>  | Newspapers: Publishing, or<br>Publishing and Printing                 |
| <a href="#">51112</a>  | Periodical Publishers   | R     | <a href="#">2721</a>  | Periodicals: Publishing, or<br>Publishing and Printing                |
|                        |   |       | <a href="#">*2741</a> | Miscellaneous Publishing (shopping<br>news)                           |
| <a href="#">51113</a>  | Book Publishers   | R     | <a href="#">*2731</a> | Books: Publishing, or Publishing<br>and Printing (except music books) |
|                        |   |       | <a href="#">*2741</a> | Miscellaneous Publishing (technical<br>manuals and books)             |
| <a href="#">51114</a>  | Database and Directory<br>Publishers  | N     | <a href="#">*2741</a> | Miscellaneous Publishing<br>(database publishers)                     |
|                        |   |       | <a href="#">*7331</a> | Direct Mail Advertising Services<br>(mailing list compilers)          |
| <a href="#">51119</a>  | Other Publishers  |       |                       |   |
| <a href="#">511191</a> | Greeting Card Publishers  | u R   | <a href="#">*2771</a> | Greeting Cards (publishing greeting                                   |

Bookmarks Netsite: <http://www.census.gov/epcd/naics/frames3.htm>

**Table 1** Codes: u--U.S. only; c--U.S. and Canada; E--existing industry; N--new; R--revised; \*--part [Search](#) [Top Menu](#) [Help](#) [Exit](#)

| 1997 NAICS            | 1997 NAICS--U.S. Description | Codes | 1987 SIC              | 1987 U.S. SIC Description                  |
|-----------------------|------------------------------|-------|-----------------------|--|
| <a href="#">5112</a>  | Software Publishers          |       |                       |  |
| <a href="#">51121</a> | Software Publishers          | R     | <a href="#">*7372</a> | Prepackaged Software (software publishing) |


Codes: E--existing industry; N--new industry; R--revised industry; \* indicates part of a 1987 SIC

**Table 2** @ indicates time series break >3% of 1992 value of shipments [Top Menu](#) [Exit](#)

| 1987 SIC | 1987 U.S. SIC Description  | 1997 NAICS             | 1997 NAICS--U.S. Description |
|----------|----------------------------|------------------------|------------------------------|
| 7372     | Prepackaged Software       |                        |                              |
|          | . Software Publishing      | <a href="#">51121</a>  | Software Publishers          |
|          | . Reproduction of Software | <a href="#">334611</a> | Software Reproducing         |


**Table 1** Codes: u--U.S. only; c--U.S. and Canada; E--existing Industry;  
N--new; R--revised; \*--part


[Search](#) [Top Menu](#) [Help](#) [Exit](#)

| 1997 NAICS             |  | 1997 NAICS--U.S. Description | Codes | 1987 SIC              | 1987 U.S. SIC Description                  |
|------------------------|---|------------------------------|-------|-----------------------|--|
| <a href="#">51119</a>  |   | Other Publishers             |       |                       |  |
| <a href="#">511191</a> |   | Greeting Card Publishers     | u R   | <a href="#">*2771</a> | Greeting Cards (publishing greeting cards) |

**Table 2** @ Indicates time series break >3% of 1992 value of shipments

[Top Menu](#) [Exit](#)

| 1987 SIC | 1987 U.S. SIC Description                 | 1997 NAICS             |  | 1997 NAICS--U.S. Description          |
|----------|---|------------------------|---|---------------------------------------|
|          |   |                        |   | Printing (pt)                         |
| 2771@    | Greeting Cards                            |                        |   |                                       |
|          | . Lithographic Printing of Greeting Cards | <a href="#">323110</a> |   | Commercial Lithographic Printing (pt) |
|          | . Gravure Printing of Greeting Cards      | <a href="#">323111</a> |   | Commercial Gravure Printing (pt)      |
|          | . Flexographic Printing of Greeting Cards | <a href="#">323112</a> |   | Commercial Flexographic Printing (pt) |
|          | . Screen Printing of Greeting Cards       | <a href="#">323113</a> |   | Commercial Screen Printing (pt)       |
|          | . Other Printing of Greeting Cards        | <a href="#">323119</a> |   | Other Commercial Printing (pt)        |
|          | . Publishing Greeting Cards               | <a href="#">511191</a> |   | Greeting Card Publishers              |

| Bookmarks  |   | Netsite: http://www.conous.gcv/opcd/naics/frames3.htm                                      |       |                        |   |
|--|---|--|-------|------------------------|---|
| <b>Table 1</b>   |   | Codes: u--U.S. only; c--U.S. and Canada; E--existing industry; N--new; R--revised; *--part |       | <a href="#">Search</a> | <a href="#">Top Menu</a>                            |
|  |   |  |       | <a href="#">Help</a>   | <a href="#">Exit</a>                                |
| 1997 NAICS   |  | 1997 NAICS--U.S. Description   | Codes | 1987 SIC               | 1987 U.S. SIC Description                           |
| <a href="#">51112</a>  |   | Periodical Publishers  | R     | <a href="#">2721</a>   | Periodicals: Publishing, or Publishing and Printing |
|  |   |  |       | <a href="#">^2741</a>  | Miscellaneous Publishing (shopping news)            |
| <b>511120 Periodical Publishers</b>  |   |  |       |                        |   |
| This industry comprises establishments known as magazine or periodical publishers. These establishments carry out the operations necessary for producing and distributing magazines and other periodicals, such as gathering, writing, and editing articles, and selling and preparing advertisements. These establishments may publish magazines and other periodicals in print or electronic form. |   |  |       |                        |   |
| <a href="#">to Table 1</a>   |   |  |       |                        |   |
| NAICS  | SIC   | Corresponding Index Entries  |       |                        |   |
| 511120   | 2741  | Advertising periodical publishers  |       |                        |   |
| 511120   | 2741  | Advertising periodical publishers and printing combined                                    |       |                        |   |
| 511120   | 2741  | Advertising periodical publishing (i.e., establishments known as publishers)               |       |                        |   |
| 511120   | 2721  | Agricultural magazine and periodical publishers  |       |                        |   |
| 511120   | 2721  | Agricultural magazine and periodical publishers and printing combined                      |       |                        |   |

# Bridge Between NAICS and SIC

U.S. Census Bureau



**1997 Economic Census:  
Bridge Between SIC and NAICS  
SIC: Manufacturing**

## SIC 27: Printing and publishing

| SIC           | NAICS Pt | Description  | Establishments | Value of Shipments<br>[\$1,000] | Paid employees | Annual payroll<br>[\$1,000] |
|---------------|----------|--|----------------|---------------------------------|----------------|-----------------------------|
| 277           | 323110   | <u>Greeting cards</u>                                | 152            | 5,470,559                       | 21,883         | 667,444                     |
| 2771          | 323110   | <u>Greeting cards</u>                                | 152            | 5,470,559                       | 21,883         | 667,444                     |
| 0% of 323110  | 2C       | <u>Commercial lithographic printing (pt)</u>         | 28             | 38,035                          | 355            | 9,697                       |
| 0% of 323111  | 2C       | <u>Commercial gravure printing (pt)</u>              | 0              | 0                               | 0              | 0                           |
| 0% of 323112  | 2C       | <u>Commercial flexographic printing (pt)</u>         | 0              | 0                               | 0              | 0                           |
| 0% of 323113  | 3C       | <u>Commercial screen printing (pt)</u>               | 3              | 10,645                          | 90             | 3,487                       |
| 1% of 323119  | 2F       | <u>Other commercial printing (pt)</u>                | 10             | 26,792                          | 391            | 10,214                      |
| 511191        |          | <u>Greeting card publishers</u>                      | 111            | 5,395,087                       | 21,047         | 644,046                     |
| SIC           | NAICS Pt | Description  | Establishments | Value of Shipments<br>[\$1,000] | Paid employees | Annual payroll<br>[\$1,000] |
| 278           | 323110   | <u>Blankbooks and bookbinding</u>                    | 1,704          | 6,427,964                       | 64,755         | 1,665,871                   |
| 2782          | 323110   | <u>Blankbooks &amp; looseleaf binders</u>            | 419            | 4,467,477                       | 33,406         | 905,903                     |
| 20% of 323116 | 2C       | <u>Manifold business form printing (pt)</u>          | 118            | 1,893,005                       | 15,608         | 396,564                     |
| 323118        |          | <u>Blankbook, looseleaf binder, &amp; device mfg</u> | 301            | 2,574,472                       | 17,798         | 509,339                     |
| 2789          | 323121   | <u>Bookbinding &amp; related work</u>                | 1,285          | 1,960,487                       | 31,349         | 759,968                     |
| 323121        |          | <u>Tradebinding &amp; related work</u>               | 1,285          | 1,960,487                       | 31,349         | 759,968                     |



# 1997 Economic Census: Bridge Between SIC and NAICS SIC: Manufacturing

## SIC 27: Printing and publishing

| SIC                    | NAICS  | Pt | Description   | Establishments | Value of Shipments<br>[\$1,000] | Paid employees | Annual payroll<br>[\$1,000] |
|------------------------|--------|----|---|----------------|---------------------------------|----------------|-----------------------------|
| 277                    |        |    | <a href="#">Greeting cards</a>                                | 152            | 5,470,559                       | 21,883         | 667,444                     |
| 2771                   |        |    | <a href="#">Greeting cards</a>                                | 152            | 5,470,559                       | 21,883         | 667,444                     |
| <a href="#">0% of</a>  | 323110 | 2C | <a href="#">Commercial lithographic printing (pt)</a>         | 28             | 38,035                          | 355            | 9,697                       |
| <a href="#">0% of</a>  | 323111 | 2C | <a href="#">Commercial gravure printing (pl)</a>              | 0              | 0                               | 0              | 0                           |
| <a href="#">0% of</a>  | 323112 | 2C | <a href="#">Commercial flexographic printing (pt)</a>         | 0              | 0                               | 0              | 0                           |
| <a href="#">0% of</a>  | 323113 | 3C | <a href="#">Commercial screen printing (pt)</a>               | 3              | 10,645                          | 90             | 3,487                       |
| <a href="#">1% of</a>  | 323119 | 2F | <a href="#">Other commercial printing (pt)</a>                | 10             | 26,792                          | 391            | 10,214                      |
|                        | 511191 |    | <a href="#">Greeting card publishers</a>                      | 111            | 5,395,087                       | 21,047         | 644,046                     |
| SIC                    | NAICS  | Pt | Description   | Establishments | Value of Shipments<br>[\$1,000] | Paid employees | Annual payroll<br>[\$1,000] |
| 278                    |        |    | <a href="#">Blankbooks and bookbinding</a>                    | 1,704          | 6,427,964                       | 64,755         | 1,665,871                   |
| 2782                   |        |    | <a href="#">Blankbooks &amp; looseleaf binders</a>            | 419            | 4,467,477                       | 33,406         | 905,903                     |
| <a href="#">20% of</a> | 323116 | 2C | <a href="#">Manifold business form printing (pt)</a>          | 118            | 1,893,005                       | 15,608         | 396,564                     |
|                        | 323118 |    | <a href="#">Blankbook, looseleaf binder, &amp; device mfg</a> | 301            | 2,574,472                       | 17,798         | 509,339                     |
| 2789                   |        |    | <a href="#">Bookbinding &amp; related work</a>                | 1,285          | 1,960,487                       | 31,349         | 759,968                     |
|                        | 323121 |    | <a href="#">Tradebinding &amp; related work</a>               | 1,285          | 1,960,487                       | 31,349         | 759,968                     |

Σ=sum of NAICS parts listed below the symbol links to Comparative Statistics for 1992 and 1997

|                             |                   |  |
|-----------------------------|-------------------|--|
| (Bridge complete.)          | Comparable        | SIC derivable from NAICS data.                                       |
| (Drawbridge slightly open.) | Almost comparable | Sales or receipts from NAICS are within 3% of SIC sales or receipts. |
| (Drawbridge open.)          | Not comparable    | SIC sales or receipts cannot be estimated within 3% from NAICS data. |



# Bridge Between NAICS and SIC: NAICS table

U.S. Census Bureau



## 1997 Economic Census: Bridge Between NAICS and SIC Information

### NAICS 511: Publishing industries - 6-digit NAICS by 4-digit SIC

Includes only establishments with payroll. [Introductory text](#) includes scope and methodology. Figures to the left of SIC codes indicate the percent of SIC receipts represented by that part; and link to Table 1 where other parts of the NAICS are shown. [9%](#) links to 1997 and 1992 Comparative Statistics for whole SICs.

| NAICS                  | SIC  | Pt  | Description  | Estab-lish-ments | Revenue (\$1,000) | Paid employees | Annual payroll (\$1,000) |
|------------------------|------|-----|--|------------------|-------------------|----------------|--------------------------|
| 5111                   |      |     | <a href="#">Newspaper, periodical, book, &amp; database publishers</a> | 21,857           | 117,390,578       | 738,085        | 24,949,197               |
| 51111                  |      |     | <a href="#">Newspaper publishers</a>                                   | 8,773            | 41,433,090        | 400,318        | 11,729,887               |
| 511110                 |      |     | <a href="#">Newspaper publishers</a>                                   | 8,773            | 41,433,090        | 400,318        | 11,729,887               |
|                        | 2711 | 9%2 | <a href="#">Newspapers</a>   | 8,773            | 41,433,090        | 400,318        | 11,729,887               |
| 51112                  |      |     | <a href="#">Periodical publishers</a>                                  | 6,331            | 29,972,538        | 137,365        | 5,997,490                |
| 511120                 |      |     | <a href="#">Periodical publishers</a>                                  | 6,331            | 29,972,538        | 137,365        | 5,997,490                |
|                        | 2721 | 9%2 | <a href="#">Periodicals</a>  | 6,331            | 29,972,538        | 137,365        | 5,997,490                |
| 51113                  |      |     | <a href="#">Book publishers</a>  | 2,689            | 22,676,105        | 90,170         | 3,655,695                |
| 511130                 |      |     | <a href="#">Book publishers</a>  | 2,689            | 22,676,105        | 90,170         | 3,655,695                |
| <a href="#">39% of</a> | 2731 | 1C  | <a href="#">Book publishing (pt)</a>                                   | 2,689            | 22,676,105        | 90,170         | 3,655,695                |
| 51114                  |      |     | <a href="#">Database &amp; directory publishers</a>                    | 1,459            | 12,277,511        | 43,241         | 1,659,099                |
| 511140                 |      |     | <a href="#">Database &amp; directory publishers</a>                    | 1,459            | 12,277,511        | 43,241         | 1,659,099                |
| <a href="#">35% of</a> | 2741 | 1C  | <a href="#">Miscellaneous publishing (pt)</a>                          | 830              | 10,776,270        | 33,113         | 1,542,004                |
| <a href="#">15% of</a> | 7331 | 05  | <a href="#">Direct mail advertising services (ct)</a>                  | 629              | 1,501,232         | 10,128         | 317,095                  |
| 51119                  |      |     | <a href="#">Other publishers</a>                                       | 2,605            | 11,031,334        | 65,991         | 1,907,026                |
| 511191                 |      |     | <a href="#">Greeting card publishers</a>                               | 111              | 5,335,387         | 21,347         | 644,043                  |
| <a href="#">39% of</a> | 2771 | 6C  | <a href="#">Greeting cards (pt)</a>                                    | 111              | 5,335,387         | 21,347         | 644,043                  |
| 511199                 |      |     | <a href="#">All other publishers</a>                                   | 2,494            | 5,695,947         | 44,644         | 1,262,983                |



# Assembling Time Series

Across Economic Censuses

SIC      1987   1992   (1997)

NAICS                      1997   2002   2007



# Implementing NAICS

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## Census Bureau

### PNAICS replaces SIC in

- < 1999-2001 1997 Economic Census
- < 2000 1998 County Business Patterns
- < 2000 1998 Annual Survey of Mfrs
- < 2001 1998-9 Annual Retail Trade
- < 2001 2001 Monthly Retail Trade
- < 2002 2000 Annual Capital Expenditures

## [Official notice](#)

NAICS to SIC  
SIC to NAICS

NAICS Search

### How NAICS will affect data users

[New industries](#)

[New sectors](#)

[New code system](#)

[Benefits](#)

[Breaks in time series](#)

### Implementation

[Census Bureau](#)

[BEA](#)

[BLS](#)

[Other agencies](#)

### Product Classification

[Service Sector](#)

[Manufacturing](#)

### Questions?

[Ask Dr. NAICS](#)

### Development of NAICS

[Introduction](#)

[Federal Register](#)

[Issues & comments](#)

## U.S. Census Bureau



## North American Industry Classification System (NAICS)

The North American Industry Classification System (NAICS) is replacing the U.S. Standard Industrial Classification (SIC) system. NAICS will reshape the way we view our changing economy.

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**NAICS on the move.** Industry revisions are being proposed **NEW!** for [NAICS 2002](#), substantially affecting construction and wholesale trade, but also modifying a number of retail classifications and the organization of the information sector.

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[Search](#) [NAICS->SIC](#) [Help](#) [Exit](#)



## 1997 NAICS Index

**Enter a search keyword:**

Examples:

- Comp shows all index entries beginning Comp (Compact discs to Computers wholesaling)
- NAICS 444 shows titles for NAICS 444 and all of its component industry groups and industries
- SIC 5211 shows NAICS codes and titles corresponding to parts of SIC 5211

| Index entry  | NAICS Code             | U.S. NAICS Title                     |
|--|------------------------|--------------------------------------|
| Software analysis and design services, custom computer | <a href="#">541511</a> | Custom Computer Programming Services |
| Software application training                          | <a href="#">611420</a> | Computer Training                    |
| Software computer, packaged, publishers                | <a href="#">511210</a> | Software Publishers                  |
| Software installation services, computer               | <a href="#">541519</a> | Other Computer Related Services      |
| Software programming services, custom computer         | <a href="#">541511</a> | Custom Computer Programming Services |
| Software publishers                                    | <a href="#">511210</a> | Software Publishers                  |

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| Software publishers                                    | <a href="#">511210</a> | Software Publishers                  |

## 511210 Software Publishers

This industry comprises establishments primarily engaged in computer software publishing or publishing and reproduction. Establishments in this industry carry out operations necessary for producing and distributing computer software, such as designing, providing documentation, assisting in installation, and providing support services to software purchasers. These establishments may design, develop, and publish, or publish only.

[to Table 1](#)

| NAICS  | SIC  | Corresponding Index Entries               |
|--------|------|---|
| 511210 | 7372 | Applications software, computer, packaged |
| 511210 | 7372 | Computer software publishers, packaged    |

## [Official notice](#)

NAICS to SIC  
SIC to NAICS

NAICS Search

### How NAICS will affect data users

[New industries](#)

[New sectors](#)

[New code system](#)

[Benefits](#)

[Breaks in time series](#)

### Implementation

[Census Bureau](#)

[BEA](#)

[BLS](#)

[Other agencies](#)

### Product Classification

[Service Sector](#)

[Manufacturing](#)

### Questions?

[Ask Dr. NAICS](#)

### Development of NAICS

[Introduction](#)

[Federal Register](#)

[Issues & concepts](#)

## U.S. Census Bureau



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# Changes for NAICS 2002

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P Construction

P Wholesale Trade

P Retail Trade: E-tailing

P Information: Internet  
publishing

Implemented in 2002 Economic  
Census (published 2004-6)

## [Official notice](#)

NAICS to SIC  
SIC to NAICS

NAICS Search

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[New industries](#)

[New sectors](#)

[New code system](#)

[Benefits](#)

[Breaks in time series](#)

### Implementation

[Census Bureau](#)

[BEA](#)

[BLS](#)

[Other agencies](#)

### Product Classification

[Service Sector](#)

[Manufacturing](#)

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[Ask Dr. NAICS](#)

### Development of NAICS

[Introduction](#)

[Federal Register](#)

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# NAICS

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North  
American  
Industry  
Classification  
System

ECONOMIC



CENSUS

1 9 9 7